

Design Resource

## Typography Day Papers 2015

Typography, Sensitivity and Fineness

by

Typoday 2015

IDC, IIT Bombay

Source:

<https://www.dsource.in/resource/typography-day-papers-2015>



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Source:

<https://www.dsource.in/resource/typography-day-papers-2014-0/introduction>

## Introduction

**Typography Day** was being organized for the eight time from 7th to 9th of March 2015 hosted by Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme of the event was: 'Typography, Sensitivity and Fineness'.

**The Conference focused on the following issues:**

1. Experiments and Explorations in typography, sensitivity and fineness
2. Sensitivity and fineness to typography design
3. Craftsmanship in typography design
4. Intricate details of typography
5. Sensitivity and fineness in typography design with multilingual scripts
6. Sensitivity and fineness in typography design in native (indigenous) scripts
7. Sensitivity and fineness typography design within local contexts.
8. Research activities in typography, sensitivity and fineness
9. Education aspects of typography with sensitivity and fineness

**Sub-themes for the conference:**

The conference focussed on, but would not be limited to the following sub-themes

• **Typography- Calligraphy, Sensitivity and Fineness**

Teaching and practice, Workshops and schools

• **Digital typography, Sensitivity and Fineness**

Mobile devices, Tablets, Web Typography

• **Environmental Typography, Sensitivity and Fineness**

Signage, Installations, Graffiti or Street Art, Architecture

• **Commercial typography, Sensitivity and Fineness**

Advertisements, Packaging, Retail, Product graphics, Fashion

• **Vernacular typography, Sensitivity and Fineness**

Native Calligraphy, Culture and Typography, Indigenous scripts

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IDC, IIT Bombay

- **Typograph , Sensitivity and Fineness in Education**

Instructional Aid, Displays, Information Graphics

- **Typography, Sensitivity and Fineness in Media**

Television, Movie titling, Movie posters, Subtitling, Typography in motion

Here you can find the selected final juried papers for the conference Typography Day 2015 with the theme of 'Typography, Sensitivity and Fineness'.

Source:

<https://www.dsource.in/resource/typography-day-papers-2014-0/introduction>

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Source:



<https://www.dsource.in/resource/typography-day-papers-2015/international-speakers>

## International Speakers

The list of papers was selected for presentation during the Typography Day 2015 Conference.



1. **Mariko Takagi**, Academy of Visual Arts, HKBU, Hong Kong  
**Visualising Thoughts and Emotions by Japanese Typography**

Download Paper:

- [Mariko\\_Takagi-Typographyday2015.pdf.....](#) 
- [Watch Video.....](#) 



2. **Sumanthri Samarawickrama**, University of Moratuwa, Sri Lanka  
**Anatomy of the Sinhala Letter**

Download Paper:

- [Sumanthri\\_Samarawickrama-Typographyday2015.pdf.....](#) 
- [Watch Video.....](#) 



3. **Hung Keung**, School of Design, Hong Kong Polytechnic University, Hong Kong  
**How the Traditional Chinese Concept of Time and Space can be Applied through Digital Moving Images**

Download Paper:

- [HUNG\\_Keung-Typographyday2015.....](#) 
- [Watch Video.....](#) 

4. **Shayna T. Blum**, Xavier University of Louisiana, USA  
**Multilingual Typography- Signs, and Language Politics of Israeli Urban Culture**

Download Paper:

- [Sblum-Typographyday2015.pdf.....](#) 
- [Watch Video.....](#) 

5. **Dodi Nursaiman**, Indonesian Computer University, Indonesia  
**Designing Display Type Central ASMAT Tribe Pattern Characteristic**

Download Paper:

- [Dodi\\_Nursaiman-Typographyday2015.pdf.....](#) 
- [Watch Video.....](#) 

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Source:

<https://www.dsource.in/resource/typography-day-papers-2015/international-speakers>

6. **Eduard Cehovin**, Academy of Fine Arts and Design, University of Ljubljana, Slovenia  
EUROPE 2020

Download Paper:

• [Eduard\\_Cehovin-Typographyday2015.pdf.....](#) 

International Speaker's Videos:



**Mariko Takagi**, Academy of Visual Arts, HKBU, Hong Kong, **Visualising Thoughts and Emotions by Japanese Typography**



**Sumanthri Samarawickrama**, University of Moratuwa, Sri Lanka, **Anatomy of the Sinhala Letter**



**Hung Keung**, School of Design, Hong Kong Polytechnic University, Hong Kong, **How the Traditional Chinese Concept of Time and Space can be Applied through Digital Moving Images**



**Shayna T. Blum**, Xavier University of Louisiana, USA, **Multilingual Typography- Signs, and Language Politics of Israeli Urban Culture**

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Dodi Nursaiman, Indonesian Computer University, Indonesia, Designing Display Type Central ASMAT Tribe Pattern Characteristic

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<https://www.dsource.in/resource/typography-day-papers-2015/national-speakers>

## National Speakers

The list of papers was selected for presentation during the Typography Day 2015 Conference.

1. **Pradnya Naik and Prof. Girish Dalvi**, Industrial Design Center, IIT Bombay, India  
**Calligraphic Analysis of the Jain Manuscript Style**

Download Paper:

- [Pradnya\\_Naik-Typographyday2015.....](#) 
- [Watch Video.....](#) 



2. **Nandita**, R V College of Architecture, India  
**FONT : FORM : FUNCTION : The Unstated Identity of the Built Word**

Download Paper:

- [Nandita-Typographyday2015.....](#) 
- [Watch Video.....](#) 

3. **Manish Kumar Minz**, Whitecrow, India  
**A Calligraphic Approach to Odia Script**

Download Paper:

- [Manish\\_Minz-Typographyday2015.....](#) 
- [Watch Video.....](#) 



4. **Jayagovindan Menon**, D J Academy of Design, India  
**Typography: Craft and Chaos**

Download Paper:

- [Jayagovindan\\_Menon-Typographyday2015.....](#) 
- [Watch Video.....](#) 

5. **Nanki Nath and Prof. Ravi Poovaiyah**, Department of Design, IIT Guwahati, India  
**Simulating the Appearance of Painted and Digital Display Type on Shop Signs in India**

Download Paper:

- [Nanki\\_Nath-Typographyday2015.....](#) 
- [Watch Video.....](#) 

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Source:

<https://www.dsource.in/resource/typography-day-papers-2015/national-speakers>

**6. Manish Arora, Brijendra Singh and Ajay Kumar**, Department of Applied Arts, Faculty of Visual Arts, Banaras Hindu University, Varanasi, India  
**Sensitivity and Fineness in Typography on Cycle Rickshaws in Cultural Capital of India - Varanasi**

Download Paper:

- [Manish\\_Arora-Typographyday2015.....](#) 
- [Watch Video.....](#) 

**7. Sulekha Rajkumar**, Brand Union | Ray+Keshavan, India  
**Multilingual Design and Branding**

Download Paper:

- [Sulekha\\_Rajkumar-Typographyday2015.....](#) 
- [Watch Video.....](#) 

**8. Rajeev Prakash**, Delhi Press, India  
**Sensitive Role of Modifiers (Matras) in Devnagari Fonts**

Download Paper:

- [Rajeevfontwala-Typographyday2015.....](#) 

**9. Kaveri Sharma**, MIT ID, India  
**Effect of Typeface Characteristics on Students' Performance - A case study for design aptitude tests**

Download Paper:

- [Kaverisharma-Typographyday2015.....](#) 
- [Watch Video.....](#) 

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### National Speaker's Videos:



Pradnya Naik and Prof. Girish Dalvi, Industrial Design Center, IIT Bombay, India, Calligraphic Analysis of the Jain Manuscript Style



Nandita, R V College of Architecture, India, FONT : FORM : FUNCTION : The Unstated Identity of the Built Word



Manish Kumar Minz, Whitecrow, India, A Calligraphic Approach to Odia Script



Jayagovindan Menon, D J Academy of Design, India, Typography: Craft and Chaos

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Nanki Nath and Prof. Ravi Poovaiah, Department of Design, IIT Guwahati, India, **Simulating the Appearance of Painted and Digital Display Type on Shop Signs in India**



Manish Arora, Brijendra Singh and Ajay Kumar, Department of Applied Arts, Faculty of Visual Arts, Banaras Hindu University, Varanasi, India, **Sensitivity and Fineness in Typography on Cycle Rickshaws in Cultural Capital of India - Varanasi**



Sulekha Rajkumar, Brand Union | Ray+Keshavan, India, **Multilingual Design and Branding**



Kaveri Sharma, MIT ID, India, **Effect of Typeface Characteristics on Students' Performance - A case study for design aptitude tests**

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## Student Speakers

The list of papers was selected for presentation during the Typography Day 2015 Conference.

1. **Gergo Tamas Farkas**, Hungarian University of Fine Arts, Hungary  
**The Making of Typo Safari**

Download Paper:

- [Gergo\\_tamas\\_farkas-Typographyday2015.....](#) 
- [Watch Video.....](#) 

2. **Anurag Gautam**, National Institute of Design, India  
**Wancho Laeje: Birth of a New Script**

Download Paper:

- [AnuragGautam\\_Wancho-Typographyday2015.....](#) 
- [Watch Video.....](#) 



3. **Shameen Khatri**, Rachana Sansad College of Applied Arts and Craft, India  
**My Two Cents' Worth on Contemporary Indian Coins - A comparative study**

Download Paper:

- [Shameen-Typographyday2015.....](#) 
- [Watch Video.....](#) 



4. **Kavya Tolia**, Rachana Sansad College of Applied Art and Craft, India  
**A Study of Roman & Devanagari Fonts for a Dot Matrix Printer on the Indian Railway Tickets**

Download Paper:

- [Kavya tolia-Typographyday2015.....](#) 
- [Watch Video.....](#) 

5. **Santosh Kumar, Prof. Hira Lal Prajapati, Brijendra Singh, and Dr Manish Arora**, Research Scholar Department of Applied Arts and Faculty of Visual Arts Banaras Hindu University Varanasi, India  
**Bundelkhand Environmental Signage Typography**

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Source:

<https://www.dsource.in/resource/typography-day-papers-2015/student-speakers>

### Student Speaker's Video:



Gergo Tamas Farkas, Hungarian University of Fine Arts, Hungary, The Making of Typo Safari



Anurag Gautam, National Institute of Design, India, Wancho Laeje: Birth of a New Script



Shameen Khatri, Rachana Sansad College of Applied Arts and Craft, India, My Two Cents' Worth on Contemporary Indian Coins - A comparative study



Kavya Tolia, Rachana Sansad College of Applied Art and Craft, India, A Study of Roman & Devanagari Fonts for a Dot Matrix Printer on the Indian Railway Tickets

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Santosh Kumar, Prof. Hira Lal Prajapati, Brijendra Singh, and Dr Manish Arora, Research Scholar Department of Applied Arts and Faculty of Visual Arts Banaras Hindu University Varanasi, India, **Bundelkhand Environmental Signage Typography**

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Source:

<https://www.dsource.in/resource/typography-day-papers-2015/poster-presentations>

## Poster Presentations

### International Speakers:

1. **J Christoffer and Kaisa Leka**, Absolute Truth Press, Finland  
**How India Inspired two Finnish Designers - the Time After Time Story**

Download Paper:

- [J\\_Christoffer\\_Kaisa\\_Leka-Typographyday2015.....](#) 

### National Speakers:

1. **Suniti S.Vadalkar**, Foundation for Liberal And Management Education (FLAME), Pune, India  
**Transitions in Typographic (& Calligraphic) Sensitivity Over 70 years in a Regional Publication in Maharashtra**

Download Paper:

- [Suniti-Typographyday2015.....](#) 

2. **B. Anitha**, India  
**BRAND INDIA- Innovative Application of Typography on Government Consumables**

Download Paper:

- [Anitha-Typographyday2015.....](#) 

3. **Sridhara Murthy Srikantham**, Mudrika, India  
**Vernacular Typography - Sensitivity and Fineness**

Download Paper:

- [Sridhara\\_Murthy-Typographyday2015.....](#) 

### Student Speakers:

1. **Chirag Gander**, IIT Bombay, India  
**Perceptual Shift Ambigrams using Devanagari and Latin**

Download Paper:

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2. Vainavi Valia, National institute of fashion technology, India

Type a Doodle

Download Paper:

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3. Subir Dey, IIT Guwahati, India

Soun Symbolic Words in Indian Comics: A Typographic Exploration

Download Paper:

• [Subir-Typographyday2015.....](#) 

4. Catherine Leigh Schmidt, Industrial Design Center, IIT Bombay, India

Ideology and Ethos in Signage Typography for Devanagri: examining the signs of the Mumbai Metro through comparison with existing transportation signage systems

Download Paper:

• [Cschmidt-Typographyday2015.....](#) 

5. Subhajit Chandra, Department of Design, IIT Guwahati, India

A Review of Legibility Studies and its Implication to Indic Scripts

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## Video



Mariko Takagi



Sumanthri Samarawickrama



Hung Keung



Shayna T. Blum



Dodi Nursaiman



Pradnya Naik

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Nandita



Manish Kumar Minz



Jayagovindan Menon



Nanki Nath



Manish Arora



Sulekha Rajkumar

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Kaveri Sharma



Gergo Tamas Farkas



Anurag Gautam



Shameen Khatri



Kavya Tolia



Santosh Kumar

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## References

For more details please click on the following link:

- <http://www.typoday.in/2015/index.html>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- [https://www.youtube.com/watch?v=Yn3QjWScnoc&list=PLBJBKlj6FxFg\\_-S6\\_HJEq70vLETQbL2r0D](https://www.youtube.com/watch?v=Yn3QjWScnoc&list=PLBJBKlj6FxFg_-S6_HJEq70vLETQbL2r0D)

Source:

<https://www.dsource.in/resource/typography-day-papers-2015/references>

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<https://www.dsource.in/resource/typography-day-papers-2015/contact-details>

## Contact Details

Typography Day 2015 conference was organized by IDC, IIT Bombay.

You can get in touch with us at [typographyday\[at\]gmail.com](mailto:typographyday[at]gmail.com)

For more details please click on the following link:

<http://www.typoday.in/2015/index.html>

You can write to the following address regarding suggestions and clarifications:

### Helpdesk Details:

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Mumbai 4000 076

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Email: [dsource.in\[at\]gmail.com](mailto:dsource.in[at]gmail.com)

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